

ORDER



Orders
Order / Rev: 720916
Alt Order #:
Product Desc: Oct.22-28, 2012
Estimate: 12417
Flight Dates: 10/22/12 - 10/28/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: Political

WFMY-TV

Primary AE: Bill Lancaster
Sales Office: WFMY
Sales Region: LOC

Agency
Name: Media Strategies
Buying Contact:
Billing Contact:
 11350 Random Hills Road Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Cowell for NC Treasurer
Demographic: A25-54
Product Codes: PL-State/Local,PL-State/Local Misc
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	43	\$18,245.00	\$15,508.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	43	\$18,245.00	\$15,508.25	0.00
Totals	43	\$18,245.00	\$15,508.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Bill Lancaster			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WFMY	10/22/12	10/28/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	- 11 - - - -	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 11 - - - -		2				\$80.00		0.00			
N 2	WFMY	10/22/12	10/28/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	11 - 11 - -	:30	4	\$130.00	P-3	0.00	NM	4	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11 - 11 - -		4				\$130.00		0.00			
N 3	WFMY	10/22/12	10/28/12	CBS This Morning CBS This Morning	CM	8-10a	1 - 1 - - - -	:30	2	\$60.00	P-3	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1 - 1 - - - -		2				\$60.00		0.00			
N 4	WFMY	10/28/12	10/28/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	- - - - - 1	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - 1		1				\$350.00		0.00			
N 5	WFMY	10/22/12	10/28/12	M-F 10-11a M-F 10-11a	CM	10-11a	- 1 - 1 - - -	:30	2	\$75.00	P-3	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1 - 1 - - -		2				\$75.00		0.00			
N 6	WFMY	10/22/12	10/28/12	Price Is Right Price Is Right	CM	11a-12p	1 - 1 - 1 - -	:30	3	\$225.00	P-2	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1 - 1 - 1 - -		3				\$225.00		0.00			

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WFMY	10/22/12	10/28/12	M-F 4-5p Ellen Degeneres	CM	4-5p	- 1 - - - -	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1 - - - -		1				\$100.00		0.00			
N 8	WFMY	10/22/12	10/28/12	530-6p Andy Griffith 530-6p Andy Griffith	CM	530-6p	1 - - - 1 -	:30	2	\$230.00	P-3	0.00	NM	2	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1 - - - 1 -		2				\$230.00		0.00			
N 9	WFMY	10/22/12	10/28/12	News 2 at 5 News 2 at 5	CM	5-530p	- 1 - 1 - -	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1 - 1 - -		2				\$250.00		0.00			
N 10	WFMY	10/22/12	10/28/12	News 2 at 6 News 2 at 6	CM	6-630p	1 - 111 - -	:30	4	\$525.00	P-2	0.00	NM	4	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1 - 111 - -		4				\$525.00		0.00			
N 11	WFMY	10/22/12	10/28/12	PA (M-F) PA (M-F)	CM	7-8p	11111 - -	:30	5	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11111 - -		5				\$550.00		0.00			
N 12	WFMY	10/22/12	10/28/12	Tue Prime A NCIS	CM	8-9p	- T - - - -	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- T - - - -		1				\$2,000.00		0.00			
N 13	WFMY	10/22/12	10/28/12	Wed Prime C CSI: Crime Scene Investigation	CM	10-11p	- - W - - -	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - W - - -		1				\$1,200.00		0.00			
N 14	WFMY	10/22/12	10/28/12	Thu Prime B Person of Interest	CM	9-10p	- - - T - -	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - T - -		1				\$1,200.00		0.00			
N 15	WFMY	10/22/12	10/28/12	Fri Prime C Blue Bloods	CM	10-11p	- - - - F -	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - F -		1				\$1,300.00		0.00			
N 16	WFMY	10/22/12	10/28/12	Sat Prime C 48 Hours	CM	10-11p	- - - - - S -	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - S -		1				\$750.00		0.00			
N 17	WFMY	10/22/12	10/28/12	Sun Prime B Amazing Race	CM	8-9p	- - - - - S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - S		1				\$1,200.00		0.00			
N 18	WFMY	10/22/12	10/28/12	News 2 at 11 News 2 at 11	CM	11-1135p	11111 - -	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11111 - -		5				\$350.00		0.00			
N 19	WFMY	10/27/12	10/27/12	News 2 at 11 News 2 at 11	CM	11-1135p	- - - - - S -	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - S -		1				\$350.00		0.00			
N 20	WFMY	10/28/12	10/28/12	News 2 at 11 News 2 at 11	CM	11-1135p	- - - - - S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - S		1				\$350.00		0.00			
N 21	WFMY	10/22/12	10/28/12	Letterman Late Night with David Letterman	CM	1135-1235a	1 - - 1 - -	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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N21	WFMY	10/22/12	10/28/12	Letterman	CM	1135-1235a	1--1---	:30	2	\$130.00	P-3	0.00 NM	2	\$260.00
Late Night with David Letterman														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1--1---			2		\$130.00		0.00			
												Totals	43	\$18,245.00